



ABC7 CHICAGO

WLS-TV CHICAGO
190 NORTH STATE STREET
CHICAGO IL 60601

Acknowledgement of Agreement Between WLS-TV CHICAGO and

DATE: 10-22-2012 PAGE: 1 of 2

NATIONAL MEDIA RESEARCH PLANNING &
PLACE - 3136
ATTN: KRISTY MORAN
815 SLATERS LANE
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Agency Est#	CMS#	Sales Office	Account Executive	Start Date	End Date	Billing M	Broadcast Month	Package	Contract Title	Station/Market	
Line	Start Date	End Date	Time Period	Description							R/C Duration	MTWTFSS	SAV	Price	Spots	Total \$
1	10-22-2012	10-25-2012	11:00AM - 12:00PM	DAYTIME/ NEWS: 11-12NOON DAYTIME M-F (5516	Agency CPE: C : 155 P : 426 E : 2982	240846	PHILADELPHIA	D. PARKER	10-22-2012	10-25-2012	M	Broadcast Month CYCLE 1	N	240846	WLS-CHICAGO	
R	2	10-22-2012	10-25-2012	03:00PM - 04:00PM	DAYTIME/EFF : KATIE COURIC EFF: 9/10 (5517)						1	30 2 2 1 2	7	1,500	7	10,500.00
R	3	10-22-2012	10-25-2012	05:00AM - 06:00AM	MORN NEWS: 5-6A M-F (5510)						1	30 2 2 2 2	8	675	8	5,400.00
R	4	10-22-2012	10-25-2012	09:00AM - 10:00AM	DAYTIME: WINDY CITY LIVE 9-10A M-F EFF: 5/26-						1	30 1 1 1 1	4	875	4	3,500.00
R	5	10-22-2012	10-25-2012	07:00AM - 09:00AM	MORN NEWS/GMA: 7-9A M-F (5512)						1	30 3 3 3 3	12	1,600	12	19,200.00
R	6	10-22-2012	10-25-2012	12:00PM - 01:00PM	DAYTIME: M-F: 12NOON-3P (5515)						1	30 1 1 1 1	4	1,000	4	4,000.00
R	7	10-22-2012	10-25-2012	05:00PM - 05:30PM	EARLY NEWS: 5-530P M-F (5519)						1	30 2 2 2 2	8	2,400	8	19,200.00
R	8	10-22-2012	10-25-2012	04:00PM - 05:00PM	EARLY NEWS M-F 4-5P (3499)						1	30 2 2 2 2	8	1,900	8	15,200.00
R	9	10-22-2012	10-25-2012	06:00AM - 07:00AM	MORN NEWS: 6-7A M-F (5511)						1	30 2 2 2 2	8	1,500	8	12,000.00
R	10	10-22-2012	10-25-2012	11:04PM - 12:08AM	LF: JIMMY KIMMEL: 1104PM-1205AM EFF: 9/12-1F						1	30 2 2 2 2	8	950	8	7,500.00
R	11	10-22-2012	10-22-2012	10:35PM - 11:04PM	LF/NEWS: NIGHTLINE: M-F 1035-1104P (5527)						1	30 1	1	1,600	1	1,600.00
R	12	10-22-2012	10-25-2012	06:00PM - 06:30PM	EARLY NEWS: 6-630P M-F (5524)						1	30 1 1 1 1	4	3,000	4	12,000.00
R	13	10-22-2012	10-25-2012	10:00AM - 11:00AM	DAYTIME: THE VIEW 10-11A M-F (5514)						1	30 1 1 1 1	4	2,400	4	9,600.00
R	14	10-22-2012	10-25-2012	06:30PM - 07:00PM	ACCESS: WHEEL M-F 628P-7P (5525)						1	30 1 1 1 1	4	4,500	4	18,000.00
R	15	10-22-2012	10-25-2012	10:00PM - 10:35PM	LN ORBIT:NEWS M-F1000-1035P;SU 1000P-1100P						1	30 1 1 1 1	4	6,000	4	24,000.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WLS-TV CHICAGO
1910 NORTH STATE STREET
CHICAGO IL 60601

Acknowledgment of Agreement Between WLS-TV CHICAGO and

NATIONAL MEDIA RESEARCH PLANNING &
PLACE - 3736
ATTN: KRISTY MORAN
815 SLATERS LANE
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Adv	NF
395059	08-07-2012	10-19-2012	1		

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